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governmental investigations and reports. In scope and subject-matter they include a great variety of forms of combination, many illustrations of methods of competition and restraint of trade, examples of anti-trust laws, judicial decisions under this legislation, decrees of dissolution, and, finally, the suggestions of a number of people for dealing with the problem.

In general the readings have been chosen with care and there are scarcely any that the teacher will not be glad to have thus made available—as many would not be otherwise—for class reading. It is, of course, inevitable that in a book of this character each reader will find some topic omitted that he thinks ought to be included. Thus the reviewer could wish that the space given over to the account of the absorption of the Tennessee Coal and Iron Company had been used instead for such topics as the effect of the trusts on prices or on labor, the question of trust efficiency, and the connection between the railroads or the tariff and the trusts. Also additional space could have been gained by more extensive excision of immaterial parts of some selections. The readings are thoroughly up-to-date, and it is greatly to the editor's credit that he has avoided the common mistake of confusing the corporation problem with the trust question. For those engaged in teaching it means much to have a book of this sort available for class use, while for those who, like the reviewer, believe in the great pedagogical value of source material, the volume will prove indispensable.

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Advertising as a Business Force. By PAUL T. CHERINGTON.

New York: Doubleday, Page & Co., 1913. 8vo, pp. xv+569.

\$2.00.

The value of *Advertising as a Business Force* is not purely intrinsic. It is important because it signifies a development so great that it may almost be called a change in the relationship between practical advertising men and what they are pleased to call "the academic world."

This development, or change, is evidenced in other ways. Universities and colleges are beginning to give some recognition to advertising as a branch of applied economics or as a part of the work of journalism. Many universities have established courses and even departments in advertising, and some have secured experienced advertising men as lecturers. On the other side, certain advertising clubs have established

courses of lectures by university men and others whose interest in the subject is largely theoretical.

In spite of all this, it is still most notable that the Associated Advertising Clubs of America, the largest and strongest body of advertising men in the world, numbering among its members many who are already known as the authors of really valuable books on different phases of advertising, should have turned to a university professor when they wanted a book which should serve as a basis for their individual instruction courses. The choice fell upon Paul Terry Cherington, assistant professor of commercial organization at Harvard University. His articles in *Printer's Ink* had attracted some attention, but he was still comparatively unknown to the majority of advertising men.

The wisdom of the choice has already been proved by the enthusiasm with which *Advertising as a Business Force* has been received. Prominent advertising men have pronounced it the most valuable book on the subject that has ever appeared. There is no question that it is one of the most significant. In two respects it differs from all other presentations of the subject of advertising, and the differences are characteristic of a new attitude toward the subject. In the first place, it considers advertising mainly as a method of marketing—that is, from the economic or “merchandising” standpoint. The psychology and technique of advertising receive practically no attention. In the second place, it is mainly a compilation of the experiences and ideas of others. The personal viewpoint of the author is subordinated.

Not only does the book differ in these respects from practically every other on the subject, but it is precisely the kind of book that is most needed just now. There has been in the past too widespread a tendency to look upon the surface of advertising—to consider it as a matter of type, and words, and pictures, and white space. There has been too little attention paid to the forces behind the copy, to the relation of advertising to business as a whole, and to the real factors that determine its efficiency. There has also been too widespread a tendency to allow the personal experiences of the author to dominate, and thus to present a view of advertising that was only partially true.

This is not to condemn earlier books on advertising or to suggest that their usefulness is in any way diminished. Nor is it to say that there is not still a great field for studies of different elements that make up the science of advertising. But *Advertising as a Business Force* is a book most urgently needed now, and it is done in just the way that it needed to be done. The task of mapping out the whole field of advertising

and sifting from the mass of periodical literature the illustrations required was far from easy. Professor Cherington brought to it the keen, analytical mind of the scientist and the painstaking care of the trained investigator. He was not satisfied to reach any conclusions until he had examined all the evidence. It is doubtful if anything worth while in *Printer's Ink* or *Advertising and Selling* escaped his attention.

All this would have been of little value without an equal power of synthesis. The material gathered from so many sources had to be brought together into a well-organized whole. This task has also been satisfactorily done, in spite of the fact that Professor Cherington chose to increase its difficulty by quoting many articles practically entire. The result is a complete summary of the best that has been published on the science of advertising as a method of marketing. It is so broad in scope, so unbiased in attitude, that it makes the word "compilation" a term of praise.

It is true that the plan of the work has its limitations. Freedom from dogma is not always a recommendation for a textbook. It is probable that the untrained mind will find some chapters of the book unsatisfactory, because they merely give him all the available information and compel him to draw his own conclusions. To many others the wealth of verbatim quotation may prove irksome, both by its bulk and by its requirement that the reader shall adjust himself to a variety of styles and points of view. Valuable as each article is individually, we should have preferred that some of them be omitted or summarized in Professor Cherington's own language which is always clear and terse. We sometimes fear that he does not give himself a sufficient chance to be heard. In several chapters more than four-fifths of the space is given up to quotations for which the author's comments serve only as a connecting link. This criticism seems all the more justified when we examine those chapters in which the author has allowed himself most scope. They are without question the most valuable and really informing in the whole book and they do not lose the quality of fairness which distinguishes the others.

The policy of using quotations so extensively doubtless finds justification in the fact that the book is to be used for individual study in places where files of the periodicals in which the articles appeared are not readily available. For all that, these quotations are the source of the book's chief weakness and they may interfere with its permanence. It is not to be doubted that the next three years will see as great advances in the real science of advertising as the past three, and the periodicals

devoted to it must inevitably publish new contributions that render the old ones obsolete. In other words, any compilation depending so largely upon periodical literature must soon be superseded by a better authority. It cannot be definitive.

This, to be sure, does not lessen the present value of *Advertising as a Business Force*. We do not refuse to buy a dictionary or an encyclopaedia because it must sometime be supplanted by a newer and better one. All we ask is that it embody the best information of the present and serve as a safe guide to the future. Professor Cherington's work does exactly that. It is a milestone of advertising progress. It represents the new attitude toward advertising that is now being taken by intelligent business men, and must be taken if advertising is to measure up to its opportunity as a vital force in business. It is a truth that needs constant emphasis that the problems of plan in advertising are far more important than the problems of technique and that these problems of plan can be solved best by relying not upon the experiences or intuitions of an individual, but upon an intelligent, scientific study of the whole mass of past experience and the principles underlying it. *Advertising as a Business Force* is a big step forward not only because of its own value but also because of the auspices under which it was produced and the reception it has been given by practical men.

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History of Work Accident Indemnity in Iowa. By E. H. DOWNEY. Iowa City: State Historical Society of Iowa, 1912. 8vo, pp. xiii+337.

Although this book was written with special reference to the problem of working-men's compensation in the state of Iowa, the development of the argument is so logical and the treatment so comprehensive yet simple as to make it one of the best general texts that have appeared on work accident indemnity. Indeed it might almost be said that the book gains in value as a text for the general student because of its particular reference to the conditions in one state and the work of a particular commission, since this furnishes a constant practical application of principles and experience to a definite concrete problem and plan of action. The reader is thus not merely given a general knowledge of the theory of compensation and of the laws in force, but he has brought home to